MERCHANDISING SUPPLEMENT
Electricity on the Farm

Vol. 3 JULY, 1930 No. 7

At the Fair

Despite the cost of staging exhibits at county and state fairs by power companies, discontinuing such exhibits, once they have been inaugurated, is a rare occurrence.

On the contrary, a survey recently made by this journal indicates that the tendency on the part of power companies is to extend succeeding county and state fair activities.

In this issue appears the first of two articles outlining the practices of forty-one power companies throughout the country in connection with fair exhibits. Incorporated in the comments by representatives of these power companies, within the article, appear some very timely and useful suggestions. The second and concluding installment of this article will appear in the August issue.

Power Companies develop farm business

At the Fair

A Cross-Section of Practices as Revealed by a Survey of Forty-one Companies

AS power companies have a commodity which is now proving itself of real value in farming, it is not surprising that county and state fairs are including in their annual displays an annually increasing number of power company exhibits.

Before a farmer can be induced to seek central station service, he must be convinced that it will do more than light the house. For that reason displays at county or state fairs showing the many uses of electrical equipment about the farm are essential. The fair offers an opportunity to interest the farmer who might otherwise prove a stubborn customer to whom to sell the idea of electric service.

The old adage that "seeing is believing" applies particularly well to this subject. To witness the demonstration of a chore motor driving a silage cutter, a feed grinder, or other farm machine, is to recognize the ability of the electric motor for such purposes, and to make a mental comparison between the electric motor and the tractor or gas engine. Upon seeing such a demonstration the acknowledgment of superiority of electric motors for the work is almost a certainty.

The objects of the fair exhibit are threefold: First, to interest prospective customers in the possi-

bilities of electricity on the farm; second, to show present customers new applications for electricity; and third, in the interest of public relations.

Build Good Will

State fairs, in particular, bring out many city and town folks in addition to farmers, and an attractive exhibit with friendly attendants will build good will for the power company.

Were it to be considered alone from the standpoint of results in adding new customers or building load, the state fair or county fair would prove an expensive means of attaining the results. The cost of arranging the exhibits, the expense incidental to having sufficient representatives on hand, and the short period of the fair all contribute to the high ratio of expense to return. But taking the public relations angle into account, power company exhibits at fairs may be considered good business moves.

In connection with building business, it should be remembered that the state or county fair exhibit is a "one-shot" proposition, and with so many other attractions around it, it may not receive the attention it deserves.

For building load, direct mail efforts probably prove the most economical. Nevertheless the state and county fair exhibits fit well into the program of the power company's rural development and such exhibits are apt to increase in number as time passes.

In an effort to determine the practices of power companies with regard to county and state fair exhibits, *Electricity on the Farm* recently made a survey of the field, covering 41 power companies. Of these 41 companies 23 reported as exhibiting at county fairs only; 13 exhibited at county and state fairs, 4 at state fairs only and but 1 was represented at neither county nor state fairs.

FAIRS AND EXHIBITS

Below are given details in brief of the practices employed by various power companies in connection with exhibits at fairs, and the types of exhibits shown:

Associated Gas and Electric System, Easton, Pa.: Booths are used where there are exhibition buildings and specially constructed stands where there are no buildings. Both major and smaller appliances are shown, with salesmen, demonstrators and Home Service Department representatives in attendance.

Pacific Northwest Public Service Co.: The first state fair exhibit was placed by the utilities of Oregon at the Oregon State Fair at Salem in September of last year. The idea was to depict an electrical farm and showed a home, poultry house, milk house as well as an exhibit illustrating hay hoisting, pumping and feed grinding. The buildings in the exhibit are permanent construction, the home being a complete house with the exception of sleeping rooms, the poultry house full size but only ten feet in length, the milk house of hollow tile of the best type, and so on.

Pacific Gas and Electric Co.: This company has continually maintained exhibitions in all state and county fairs in the territory it serves. In general, the exhibit consisted of material that, at the particular time it was displayed, was of direct and immediate importance to the com-

Model Farm used by Central Illinois Public Service Company for fair exhibits.

Upper left: The Northern States Power Company display at the Northern Wisconsin State Fair—pumping equipment, incubators, grinders, washers, ironers, etc., are shown here. Upper right: An exhibit of the Puget Sound Power & Light Company wherein are shown the utility motor, cooling equipment, time clocks, water systems and a general line of household equipment. Center, left and right: This tent layout of the United Power & Light Company of Kansas shows complete water systems, milk coolers, poultry and dairy farm equipment, etc. Lower left: Exhibit of the electric power companies of Oregon showing a model poultry farm layout. At the right, the same companies have on display equipment for the up-to-date dairy farm.

pany's sales program. Recent displays have been centered around the use of electricity on the farm from the standpoint of the housewife, featuring electric ranges, electric water heaters, electric air heaters and other electric appliances. In the early displays, pumping equipment, etc., was also included. Today, in many county fair displays such items as milk coolers, sterilizers, dairy equipment, poultry equipment (including incubators, brooders, and other similar electric consuming devices) are included.

Indiana Electric Co.: Exhibits at both county and state fairs. Exhibits consisted of electrically operated pieces of farm equipment and household equipment. All equipment was set up and in operation.

Philadelphia Electric Co.: For the past two years this company exhibited at the Doylestown County Fair, Doylestown, Pa., and also at the Schwenksville Farmers' Picnic. Exhibits consisted of electric range in operation, electric milk cooler in operation, electric refrigerator in operation, vacuum cleaner, washing machine and several small appliances.

The Milwaukee Electric Railway and Light Co.: Exhibit at the county fair consisted of a twenty by forty foot tent, in which were displayed ranges, portable motors, feed grinders, water systems, silo fillers, and a few small miscellaneous appliances. Exhibit at the state fair previous to last year consisted of an exhibit in a large display hall in which the Company occupied a space about sixty feet long and about ten feet deep. Practically the same type of equipment was displayed but the exhibit space was decorated more elaborately and, from the standpoint of results obtained, the state fair exhibit was not as satisfactory as the local county fair, and the percentage of customers that were contacted in the state fair was very small.

Not all exhibits were confined to tents, for here the Buffalo-Niagara & Eastern Power Corporation are shown demonstrating the use of the electric motor in silo cutting out in the open.

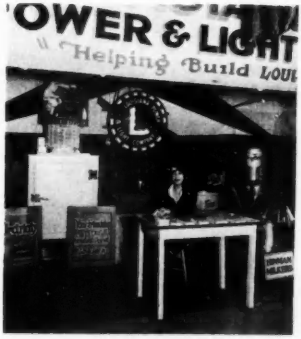


Exhibit of the Louisiana Power & Light Company at Louisiana State Fair, October, 1929.

Metropolitan Edison Co.: Have been exhibiting at the Reading Fair for ten years. The fair is always held in September. and the farm exhibits are limited to the farmers of Berks County. Prior to 1929 when the company engaged in the sale of electrical merchandise, exhibit was always of a general nature, showing the extent of the system, the advantage of electric refrigeration, common causes of radio interference, etc. Last year, for the first time, the Company made an exhibit of electric ranges and refrigerators.

Chester Valley Electric Co.: Hold an annual exhibit at Industrial Trade Show which is the only affair in this Company's territory. Exhibits consist of standard electrical equipment for farm use. most of which is hooked up and running.

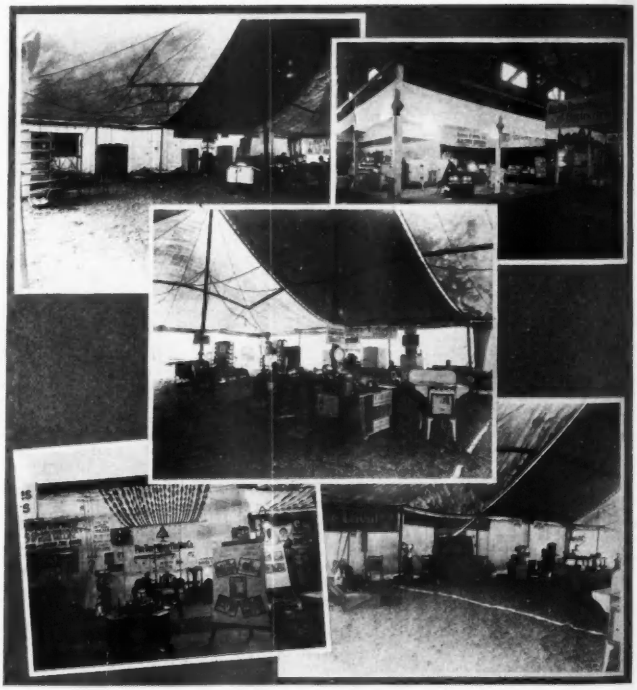
New York Power and Light Co.: Have for a number of years exhibited at state and county fairs. Advertising takes the form of a booth, in which are shown electrically operated appliances or the "Electric Kitchen," as illustrated in the report to the N.E.L.A. Rural Service Committee, being Publication No. 033.

Buffalo-Niagara & Eastern Power Corp.: Last year this Company conducted an exhibit of electrical farm equipment and

household appliances at six county fairs. Used a tent measuring 40′ x 60′ for the greater part of this equipment and some was exhibited in the open back of the tent.

Knoxville Power & Light Co.: Exhibited last year at the East Tennessee Division Fair, Knoxville, Tenn.

Idaho Power Co.: Have exhibited merchandise sold by the company consisting of ranges, water heaters, refrigerators and small appliances. During 1929, company furnished the space and invited dealers of electrically operated merchandise and equipment to cooperate in fair displays and exhibits at the five larger fairs in its territory. These equipment and merchandise dealers exhibited not only merchandise such as the company handles but also all types of farm equipment which in many cases were in operation a great deal of the time. Electric service, and in many cases, motors were furnished to dealers for the operation of their equipment. Water systems, milking machine, hay cutting and grain grinding were some of the more



Upper left: The Buffalo-Niagara & Eastern Power Corporation display at fairs contains many of the electrical appliances required on the electrified farm. Upper right: This exhibit of the Idaho Power & Light Company is devoted to electrical household appliances, including, of course, the range, washer and refrigerator. Center: Another view of the Buffalo-Niagara & Eastern Power Corporation display in which is shown household equipment such as desired in the farm home. Lower left: Dairy farm equipment is the predominating feature of this exhibit sponsored by the Idaho Power & Light Company. Lower right: Another section of the Buffalo-Niagara tent exhibit which includes dairy and milk cooling equipment, also water systems.

This motor is doing double duty in demonstrating its usefulness by sawing wood and grinding feed at the same time. Staged in connection with exhibit of Buffalo-Niagara & Eastern Power Corporation

important outside applications demonstrated.

Central Power & Light Co.: Have had exhibitions at county fairs in districts covered.

Louisiana Public Utilities Co.: Exhibits and demonstration of electrical appliances of all kinds, including electrical refrigerators.

Central Indiana Power Co.: Have exhibited at both county and state fairs. Exhibits consisted of electrically operated pieces of farm equipment and household equipment. Also equipment was set up and in operation.

Gulf Power Co.: Maintain booth at fairs, showing ranges, refrigerator, washing machine, electric pump, all in operation.

Alabama Power Co.: Have exhibited in district and county fairs during the past eighteen years. Have used various types of exhibits ranging from straight implement and appliance demonstrations to purely good will services. Merchandising Department places an exhibit and demonstrations in each of the county and district fairs in the company's territory.

San Joaquin Light & Power Corp.: Has for five years conducted a rest room, where tea is served, at the Fresno District Fair, the largest fair in this territory.

Northern States Power Co.: Held an exhibit at the Northern Wisconsin State Fair at Chippewa Falls in September, 1929, which was a new venture on the part of this company and while it is felt it did a lot of good, things were not well enough organized to be able to give any idea of attendance. This, coupled with four days of cold rain, handicapped the officials to a great extent in placing a value on this method of advertising. The Company is planning on repeating the exhibit this fall, profiting by experience of last year.

Southern California Edison Co., Ltd.: For the past three years company has had an exhibit in the larger country fairs held in its territory.

Great Western Power Co. of California: For a number of years past we have had an elaborate exhibit at the California State Fair held in Sacramento and have considered this to be excellent publicity work.

The Washington Water Power Co.: Farm electrification service is new with this company, so

no fair display of electrically operated farm equipment has been made. Household equipment, however, has been shown for many years, particularly at the Spokane Interstate Fair, held the first week in September.

Puget Sound Power & Light Co.: Have made a practice of exhibiting at all of the fairs in Company's territory. Exhibit space from 10′ x 108′ at small fairs up to 208′ x 1408′ at the Western Washington State Fair held each year at Puyallup, where there is always in attendance from 100,000 to 200,000 people.

Georgia Power Co.: Displayed a miniature farm exhibit at the Southeastern Fair, Atlanta, Georgia, Georgia State Fair, Macon and many other county fairs throughout the state during the season 1928.

The Connecticut Light & Power Co.: Have done very little exhibiting at state or county fairs. At some small local affairs have exhibited refrigerators and one or two small appliances.

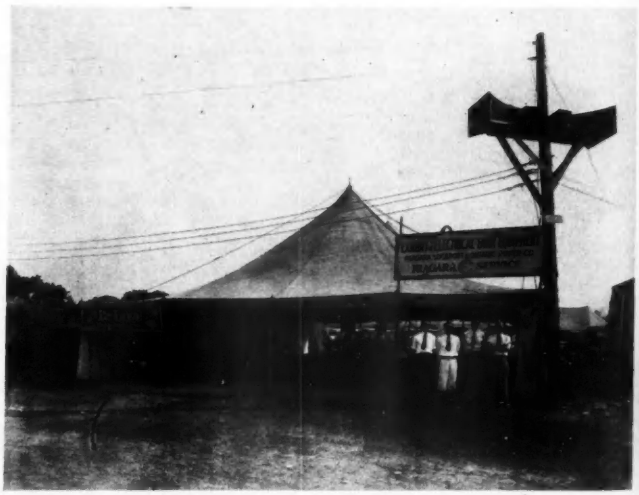
Northern Connecticut Power Co.: Exhibit each year at four towns (Union Fair) one day, usually held last Wednesday in September. Display consists of refrigerators, ranges, washers, driers, and other appliances.

Malone Light & Power Co.: At local fairs Company maintains one farm booth and one home service department booth.

Shenandoah River Power Co.: Had rural electrification exhibit at the 1929 Woodstock Fair, which included a very complete exhibit of all electrically operated farm equipment, such as small feed mills, ensilage cutters, water systems, milking machines, etc.

The Detroit Edison Co.: Exhibit principally at county fairs.

Arkansas Power & Light Co.: Exhibited special rural electrification applications at both county and state fairs, and showed a miniature electrified farm. Other exhibits have been along the line of equipment for the farmers' special use.



This farm equipment exhibit of the Niagara Lockport & Ontario Power Company was housed in a tent. The electrically inclined farmer could find many things here to interest him

Power Companies Help The Implement Dealer

By E. L. Bigelow

Few dealers fully realize to what an extent electric power companies have developed a new market for the implement man. Some dealers even consider their local power company an enemy rather than a friend.

It is true that the power companies are devoting thousands of dollars to "building the rural load" by showing the farmer how he can do his work easier, better, and cheaper by using electrically operated equipment. The sale of 5 and 7½h.p. electric motors is part of the program of course, but although they can be used for an astounding number of farm jobs such as silo filling, feed grinding and sawing wood, they do not seriously compete with tractors because they are confined to belt work.

Power companies have on the whole been mighty fair in their attitude toward the dealer. By advertising, demonstrations and salesmen—all costing good money—they have built up a demand for electrically operated feed grinders, ensilage cutters, milkers, saws and a hundred and one other implements, yet they have seldom trod on the dealer's toes by selling these implements direct to the farmer. Instead, they have said to the farmer, "Here's how you can save money by using our power. Go to your local dealer for the necessary equipment."

The power companies have performed another service to both farmer and dealer by helping them select equipment for the various farm tasks. Because most rural lines will not support more than a 7½ h.p. motor, the power company engineers have been forced to select and recommend the makes

(*Continued on page* 11)

Many power companies are employing demonstration trucks to transport electrical farm equipment through rural districts, so that the farmer might see his tasks being done the electrical way.

Those Present at the 24th Annual Meeting of the American

C. R. E. A. Project Directors Meet

The State C. R. E. A. Project Directors held their annual meeting at LeClaire Hotel, Moline, Ill. June 13th and 14th, just preceding the annual meeting of the American Society of Agricultural Engineers. The sessions were open to anyone interested in rural electrification and as a result more than 50 were in attendance.

The program included reports on National Research Analysis by George W. Kable, Director of the National Project, and C. R. E. A. Progress by L. C. Prickett, Asst. Director of C. R. E. A.; papers on Ultra-Violet Light by Dr. Charles A. Shull, Chicago University and Artificial Light in Agriculture by Maurice W. Nixon of the New York State College of Agriculture. Ben D. Moses reported on the California Studies and M. C. Wilson, of the U. S. Dept. of Agriculture discussed the Effectiveness of Extension in reaching people. Extension Methods and Their Effectiveness were taken up by Professor H. J. Gallagher of Michigan State College for the C. R. E. A. Committees, E. C. Easter, of the Alabama Power Company for the Power Companies, and Ralph Prater of the Prater Pulverizer Co. for the Appliance and Equipment Manufacturers.

At the business meeting following the banquet on June 13th, Professor H. J. Gallagher was chosen Chairman and Richard Boonstra, Secretary, for the coming year. It was suggested that this meeting no longer be called a project directors' meeting, but rather a Rural Electrification Conference.

A roll call showed the following present:

A. Naeter, Stillwater, Okla., Oklahoma A. & M. College.
Roy E. Hayman, Oklahoma City, Okla., Okla. Gas & Electric Co.
Frank J. Zink, 20 N. Wacker Dr., Chicago, Westinghouse Elec Mfg. Co.
G. E. Stoltz, East Pittsburgh, Pa., Westinghouse Elec. Mfg. Co.
R. Boonstra, Chicago, Illinois, Public Service Company of N. Ill.
Truman E. Hienton, Lafayette, Ind., Purdue.
Fred C. Fenton, Manhattan, Kans., Kansas State College.
F. C. Kingsley, Dixon, Illinois, Ill. Northern Utilities Co.
C. H. McGinn, Belvidere, Ill., Ill. Northern Utilities Co.
Max G. Hoagland, Champaign, Ill., Ill. Power & Light Corp.
A. F. Schultz, Decatur, Ill., Ill. Power & Light Corp.
M. W. Nixon, Ithaca, N. Y., Cornell University.
Ben D. Moses, Davis, Calif., University of California.
Charles A. Shull, Chicago, Ill., University of Chicago.
Harry L. Garver, Pullman, Wash., State College of Wash.
W. J. Parvis, Indianapolis, Ind., Central Ind. Power Co.
P. T. Montfort, College Station, Texas, Texas A. & M. College.
K. H. Gorham, New York City, Electricity on the Farm.
J. H. Flessner, Monroe, Mich., Detroit Edison Co.
J. R. Campbell, Newton, Ind., Central Ind. Power Co.
Nelson B. Delavan, Seneca Falls, N. Y., Goulds Pumps, Inc.
B. P. Hess, Columbus, Ohio, O. S. U., Eng. Exp. Station.
E. R. Meacham, Madison, Wis., Wisconsin Power & Light Co.
V. B. Meacham, Madison, Wis., Wisconsin Power & Light Co.
W. T. Ackerman, Durham, N. H., University of New Hampshire.
V. R. Hillman, Blacksburg, Va., V. P. I.
H. J. Hillman, Deep River, Iowa, Farmer.
H. J. Gallagher, East Lansing, Mich., Michigan State College.
R. M. Moltke, Peoria, Ill., Cent. Illinois Light Co.

Society of Agricultural Engineers, June 16-19, 1930, Moline, Ill

G. A. Rietz, Chicago, Ill., General Electric.
C. E. Ewen, Davenport, Iowa, C. D. & M. Ry. Co.
E. A. Holloway, Cedar Rapids, Iowa, Iowa Railway & Light Corp.
Wm. E. Meek, Jr., Memphis, Tenn., International Harvester Co.
E. W. Trussell, Gulfport, Miss., Mississippi Power Company.
J. W. Carpenter, Jr., A. & M. College, Miss., Agric. Expt. Station.
J. Copeland, A. & M. College, Miss., Extension Agric. Engr.
J. O. Smith, Stoneville, Miss., Agric. Engr. Delta Exp. Station.
Mrs. Lee C. Prickett, Chicago, Ill.
Mrs. P. T. Montfort, College Station, Texas.
I. P. Blauser, Columbus, Ohio, Ohio State University.
B. W. Faber, Westinghouse, East Pittsburgh.
Ralph Prater, Chicago, Ill., Prater Pulverizer Co.
Ralph Parks, Columbia, Mo., University of Missouri.
W. C. Krueger, New Brunswick, N. J., Rutgers University.
Hobart Beresford, Moscow, Idaho, University of Idaho.
Lorene Beresford, Moscow, Idaho, University of Idaho.
P. J. Nee, Dubuque, Iowa, Interstate Power Company.
Lee C. Prickett, Chicago, Ill., C. R. E. A.
B. B. Robb, Ithaca, N. Y., Rural-Eng. N. Y. State College of Agric.
Robt. C. Hienton, Ashtabula, Ohio, Cleveland Elec. Illuminating Co.
E. C. Easter, Birmingham, Ala., Alabama Power Company.
Kirk M. Reid, Cleveland, Ohio, Inc. Lamp Dept. of G. E. Co.
F. L. Rimbach, Worcester, Mass., New England Power Association.
J. P. Schaenzer, Madison, Wis., University of Wisconsin.
Emery Voros, Budapest, Hungary, Technical University.

Power Company Co-Operates With M. F. E. A.

The Detroit Edison Company, one of the leaders in the farm electrification movement, cooperates closely with the Michigan Farm Equipment Association as the following announcement in the Association Bulletin indicates:

"The Detroit Edison Co. are to be recognized as 100 percent for the Association as you will notice by the following list of new associate members who were admitted into the Association a few days ago. This came as a storm all in one package and we assure you that such cooperation certainly is appreciated and we hope that it will be a long, happy and pleasant association with this organization. The names of these men are as follows:

Douglas Dow.....Detroit
Everett Gill.....Northville
Leslie L. Gilmore.....Rochester
Frank M. Mason.....Mt. Clemens
Dean C. Stafford.....Ann Arbor
Roy White.....Port Huron"

Implement Dealer

(*Continued from page* 9)

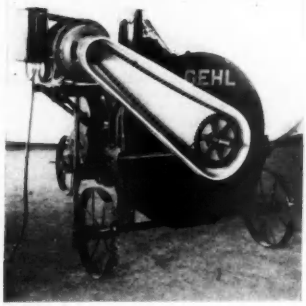
of equipment that will do the most work on the least power. For example, when a power company recommends certain makes of ensilage cutters the dealer or farmer can be pretty sure that they are dependable for the job whether gasoline or electricity is to provide the power.

The illustration on page 9 shows one of the many demonstration trucks being used by power companies.

Inquisitive Old Lady: "Where did those large rocks come from?"
Tired Guide: "The glaciers brought them down."
I. O. L.: "But where are the glaciers?"
T. G.: "They have gone back after more rocks."

Chain Drive on New Gehl Silo Filler

The latest development in Gehl silo fillers is one in which the motor is mounted on the filler,



The New Gehl Silo Filler

and drives the equipment through the medium of a chain.

On account of the high speed at which motors run, and the small pulley with which they are usually equipped, it is necessary in the case of belt drive to draw the belt very tight in order to reduce slippage. This requires constant attention and means loss of power in the belt.

It is believed that the chain drive attachment eliminates these losses and in addition makes the entire outfit easy to move about. The outfit consists of the platform on which the motor rests, sprockets for both motor and cutter, steel roller drive chain and chain guard, and the platform is slotted to permit alignment and adjustment of the motor. It is the work of but a few minutes to detach the motor from its regular mounting on the hand truck and put it on the silo filler. In other words, it is not necessary to purchase a motor particularly for use on the silo filler, and then let it stand idle most of the year.

The illustration above shows the mounting.

Lauson Announces New Models

The Lauson Corporation has announced two new belt driven electric pump jacks and changes in construction of their No. 3 direct gear driven electric jack and water systems.

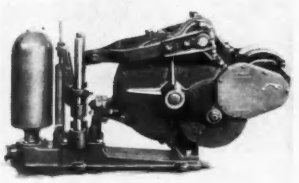
The new model 2A belt driven jack has a combination motor bracket and belt tightener made to accommodate all standard makes of motors from ¼ to 1 h.p. It is a compact unit and has a clamp for anchoring the jack securely to the pump. The gears are enclosed in cast iron dust-proof housing and operate in oil. The unit is furnished with "V" belt and pulley for motor.

This jack for electric motor belt drive is also available with flat pulley for remote drive. The motor bracket is not furnished on the model 2B jack.

The 1930 model No. 3 Lauson direct gear driven pump jack has all gears enclosed in dust proof housing and operating in oil.

Also a New Deep Well Water System

The Lauson corporation also announce a new deep well water system which uses the No. 3 Lauson gear driven electric jack for its power unit. It is a compact unit with differential cylinder in place of stuffing nut found in the earlier models. Any Lauson electric jack can be converted into an automatic water system by the addition of the pump head, fittings, tank, etc.



One of the new electric pump jacks being put out by the Lauson Corporation. Note the dustproof housing which encloses the gears, and which enables them to be operated in oil.

Bob's Page

Devoted to Merchandising of Electrical Equipment in Rural Communities

Conducted by Robt. J. Fulton

Electricity Around the Barn

A WATER SYSTEM will take a lot of work off the shoulders of all the folks on the farm. They can do more work in a day, get more profit out of it, do it a lot easier, if they will turn over the job of pumping and carrying water to electricity.

Just think what it means to the farmer to have running water at the turn of a convenient faucet, in the barns and outbuildings, at outside water troughs: for individual drinking fountains in the cow stalls, for all kinds of dairy work, for irrigating. Think of the time and effort the farmer will save, also the great relief in his knowing that he has water, under pressure, all the time, for fire protection. Show him how the electric water system brings all these advantages, how they are reliable in automatic operation, how they start, stop, and regulate themselves without any looking after by the farmer.

Create the Desire

Picture to the farmer what an electrified farm would mean to him. Create the desire. In other words, make his "mouth water" for electrical servants. Picture how, at the snap of a switch, electricity floods the stalls and floors in the barn with safe, helpful light; how electric motors work at his command—sharpening tools, grinding feed, running the milking machine. Picture electricity at work in the workshop and at the forge blower; also in cutting ensilage, filling a silo, hoisting hay, elevating the grain, running the buzz saw, operating a hammer mill and a corn and cob crusher. Picture his feed for the next couple of days or so being ground while he is eating his supper or breakfast, and after the electricity has done the milking and separating for him. In the hen house, electricity furnishes light for bigger egg yield, heats *incubators* and *brooders* to just the right temperatures.

Then the electric motor will run his concrete mixer. Also the churn and will take care of the fruit drying in the electrical dehydrator. In any number of places around a farm a few cents worth of electricity applied to a motor quickly does the work that a hired hand could not do in a whole day. In fact, many farmers who have adopted Electrification find they can do away with some of their outside help.

* * *

Mr. Merchant, now is the time for you to go after the 5 h.p. portable motor business. Silo filling will start within the next month or so and here is one of the best places for a 5 h.p. job. Silo filling is one of those many farm operations that must be done —*on time*—in order to get the best quality of silage, as well as the largest tonnage. Corn that is too green when cut, for example, will make sour acid silage. Its food value will be reduced. If the corn is too matured when cut, the silage will not pack well and air pockets will cause it to mold, which makes very poor feed.

With a 5 h.p. portable motor, the farmer does not have to wait for the man to bring his engine to fill his silo, nor does he have to wait for the time when he can borrow his neighbors to help. Filling with a motor and small crew may take longer, but the cost is way under that of the tractor with large crew. But silage settles considerably a few days after filling, sometimes as much as 20%.

If the silo holds 100 tons, then the shrinkage is 20 tons and with the electric motor, the farmer can puts 20 tons more silage in his silo by refilling. Refilling usually is done 3 or 4 days after the last filling.

With the field the average distance from the barn, the 5 h.p. electric motor running the ensilage cutter at around 425 r.p.m. will keep three teams busy.

According to Mr. A. B. Barfield's Article, "Silo filling with a 5 h.p. motor" in August 1929 issue of *Electricity on the Farm* you can figure the power cost of filling a silo at approximately 3 cents per ton for cutting and elevating. This was with a 13-inch cutter, using 5½-inch pulley on the motor and the 22-inch pulley on the cutter. This gave the cutter speed of 440 to 450 r.p.m. while cutting.

Start right now going after this silo filling 5 h.p. motor business. It is there, but you cannot wait for it to come to you. You have to go to the farmer, show him what you can do for him and then bring back the order.

Zaloudek Takes Over Oakes Co.

W. A. Zaloudek, Vice-President of the H. D. Hudson Manufacturing Company for the past twelve years, has resigned his position and has purchased the holdings of Lucian R. Oakes and Thomas A. Allen in the Oakes Manufacturing Company, manufacturers of Poultry Equipment, Incubators, Brooders, Tanks and Hog Equipment at Tipton, Indiana and Crawfordsville, Indiana. The Oakes General Offices are at Tipton, Indiana. Mr. Zaloudek is now arranging to move there from Chicago, where he has resided since his removal from Minneapolis in 1929. Mr. Zaloudek had been with the Hudson organization since 1912—first as a salesman, later as a general traveler, then as branch manager at Omaha. In February 1918 he was made First Vice-President and continued in that capacity until his resignation. During recent years he was in direct supervision of the agricultural division of the Hudson business, as a result of which he is well qualified to take over the management of the Oakes Manufacturing Company.

Associated with Mr. Zaloudek in the Tipton undertaking is the Hunt, Helm, Ferris and Company, Incorporated, of Harvard, Illinois, manufacturers of Barn Equipment, Hay Carriers, Cannon Ball Door Hangers and similar items. Under their "Star Brand" the Hunt, Helm, Ferris organization will market a complete line of Poultry Equipment, carrying a stock at their branches as well as at their Harvard plant.

Changes in the Light Plant Field

The Phelps Power and Light Corporation, of Rock Island, Illinois, was recently sold to L. J. Shields. Plans to more than double the production of the plant have been announced by Mr. Shields, who states that the corporation will be completely reorganized. Mr. Shields will be president of the company, and E. H. Church, will be secretary-treasurer. The Phelps Power and Light Corporation is one of the older manufacturers of lighting plants. The name of the company will not be changed under the new management.

The Stearns Motor Manufacturing Company, of Ludington, Michigan, will be sold at public auction on July 16 and 17. This company builds, in addition to their farm light plants, marine motors.

Prater Has New Quarters

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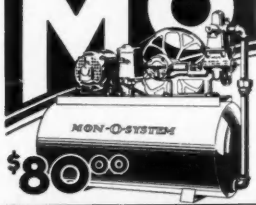

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